
Visual Identity Guidelines

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Delivery Partner use of the CSC branding

Delivery partners, such as the ACU and British Council, are to use only the CSC's branding for their external-facing materials which relate to Commonwealth Scholarship activities to help maintain consistency, avoid confusion with application processes, and protect the integrity of the CSC's brand.

Delivery partners are to adhere to the brand guidelines from pages 1-13. Their own branding elements, such as logos, are not to be included.

The CSC logo

The primary logotype for the CSC corporate identity is a combination of the globe graphic and wordmark, with 'Commonwealth Scholarship' spelt in full. The full colour version of the logo should be used whenever possible, but in some cases it may be the case that one of the alternative logos is better suited.

Primary logo



Secondary logo



The secondary logo should only be used when there is insufficient contrast with the primary logo and background. Examples of usage are on the next page.

Examples of secondary logo usage



Where the primary logo cannot be used because of lack of visibility.



In black and white artwork.

Alternate versions of the logo



Minimum clear space

The logo will have greater impact when there is a generous amount of free space around it. Therefore, the minimum clear space is equal to 1.5X as illustrated below. In cases where space is a premium, the clear space can be X all round.



Minimum logo size

The CSC logo should be used at an appropriate and proportional size to the size of the artwork. The below illustrates the minimum sizes in print and for digital use. However, there will be occasions when the logo may need to be reproduced smaller, for example, on promotional materials. The CSC Comms team should be contacted for guidance if there is such an occurrence.



Logo positioning



The logo can be positioned in any of the four locations.

The chosen logo position for your literature should be the one that best displays the brand. Therefore, allowing the logo to be positioned in these four areas allows greater flexibility with the creative.

Clear space rules should be adhered to at all times.



CSC brand colours

Primary brand colour



CMYK

100/89/34/22

RGB

0/43/127

HEX

#002B7F

Complementary colour



CMYK

0/31/91/0

RGB

255/187/17

HEX

#FFBB11

Secondary brand colours

These colours should only be used for supporting graphics such as infographics, keylines, pullout panels or tables. They should be used sparingly and not dominate the page.



CMYK

36/24/1/0

RGB

174/186/223

HEX

#AEBADF



CMYK

86/30/56/18

RGB

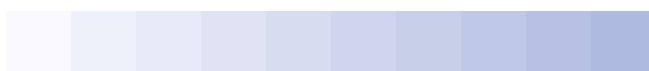
0/117/109

HEX

#00756D

Tints

Tints of the brand colours can also be used where appropriate as shown below.



The six development theme colours

SCIENCE AND TECHNOLOGY FOR DEVELOPMENT



CMYK
0/82/80/26

RGB
188/33/37

HEX
#BC2125

STRENGTHENING HEALTH SYSTEMS & CAPACITY



CMYK
88/48/10/0

RGB
0/117/174

HEX
#0075AE

PROMOTING INNOVATION AND ENTREPRENEURSHIP



CMYK
100/0/97/60

RGB
0/103/3

HEX
#006703

STRENGTHENING GLOBAL PEACE, SECURITY & GOVERNANCE



CMYK
64/45/0/58

RGB
38/59/107

HEX
#263B6B

STRENGTHENING RESILIENCE & RESPONSE TO CRISES



CMYK
0/60/100/0

RGB
209/73/0

HEX
#D14900

ACCESS, INCLUSION & OPPORTUNITY



CMYK
26/84/0/37

RGB
137/31/125

HEX
#891F7D

CSC brand font

The brand font is the Helvetica Neue family. It is available in a number of weights and can be used in combination. It is recommended that Helvetica 55 Roman is used for text.

Where the font is not available, for instance when using Word, PowerPoint or Excel, Arial should be used instead.

Primary font for design

45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ!?

abcdefghijklmnopqrstuvwxyz

55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ!?

abcdefghijklmnopqrstuvwxyz

65 Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ!?

abcdefghijklmnopqrstuvwxyz

75 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ!?

abcdefghijklmnopqrstuvwxyz

Alternate font

Arial

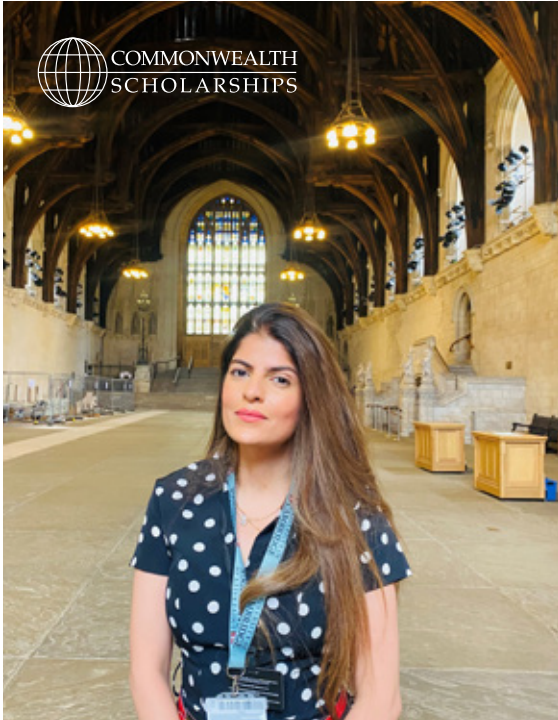
ABCDEFGHIJKLMNOPQRSTUVWXYZ!?

abcdefghijklmnopqrstuvwxyz

Please note that Helvetica Neue 25 Ultra Light, 35 Thin, 85 Heavy and 95 Black can also be used.

Logo do's and don'ts

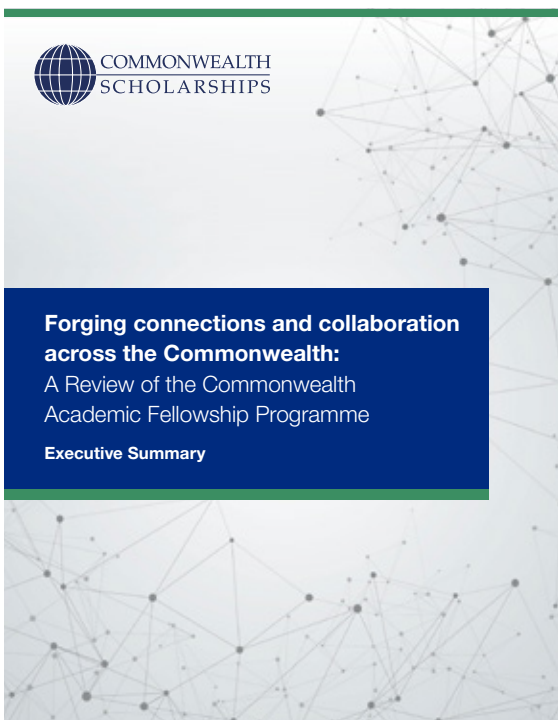
Do's



Use the logo on an image



Place the logo in the correct area



Choose a version of the logo for maximum visibility

Don'ts



Distort the logo



Apply an effect to the logo



Recolour the logo



Rearrange the logo



Crop the logo

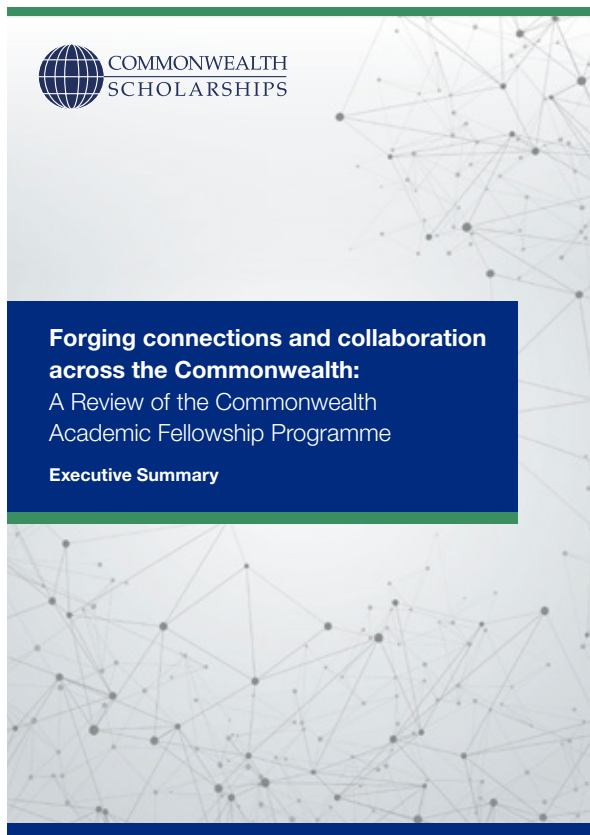


Use the wrong logo for visibility



Give the logo no clear space

Logo application examples

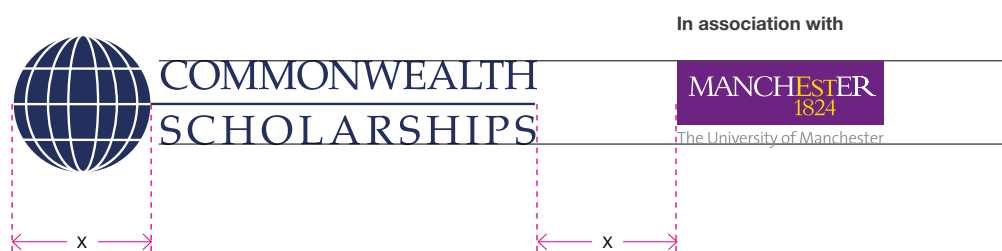


Joint branding with non-delivery partners

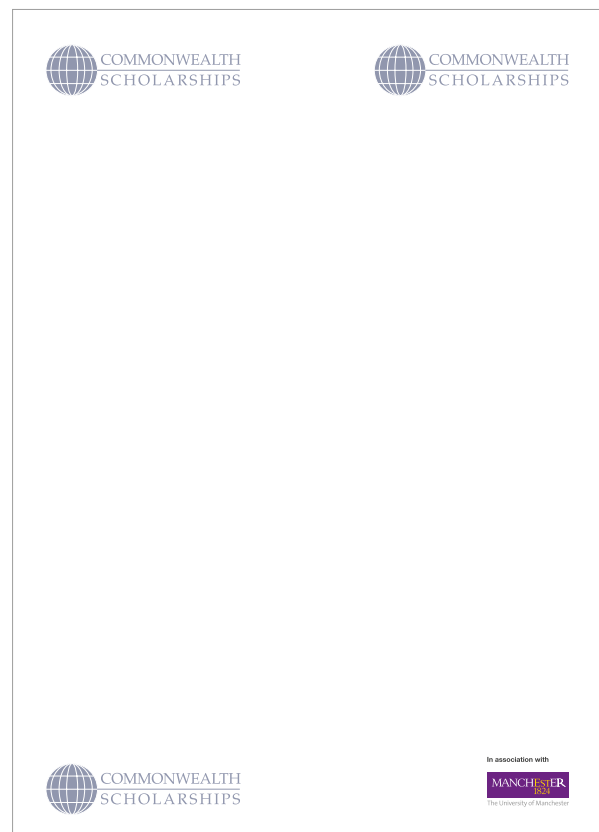
There will be situations where co-branding is required. Different partnership scenarios lead naturally to different emphases when describing the relationship as well as branding that should be applied. Where CSC is the lead or equal partner, the logo should always appear first.

The partner logo should not be visually bigger than the CSC's logo.

Descriptor text can be used to describe the relationship between the two organisations.

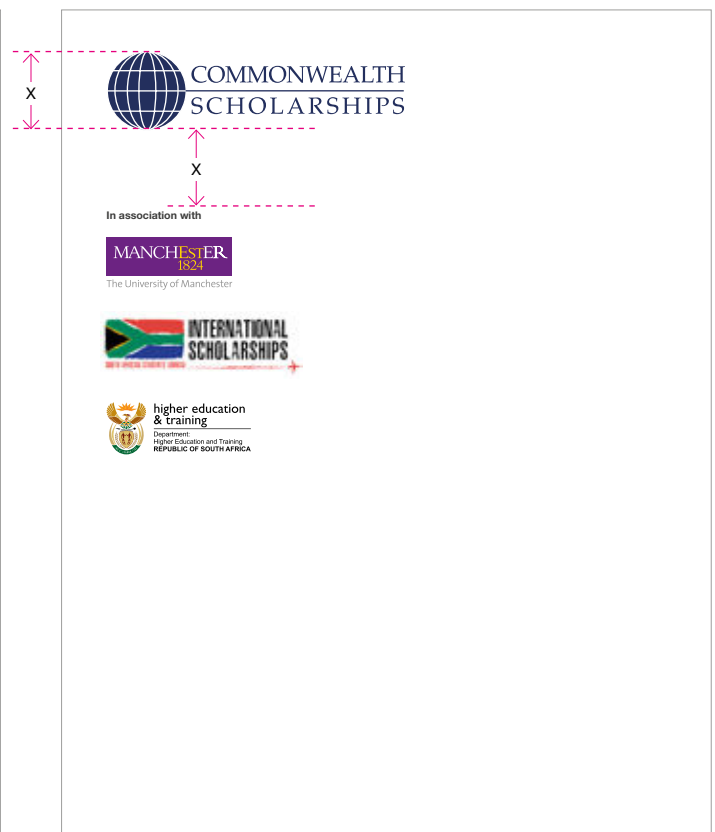
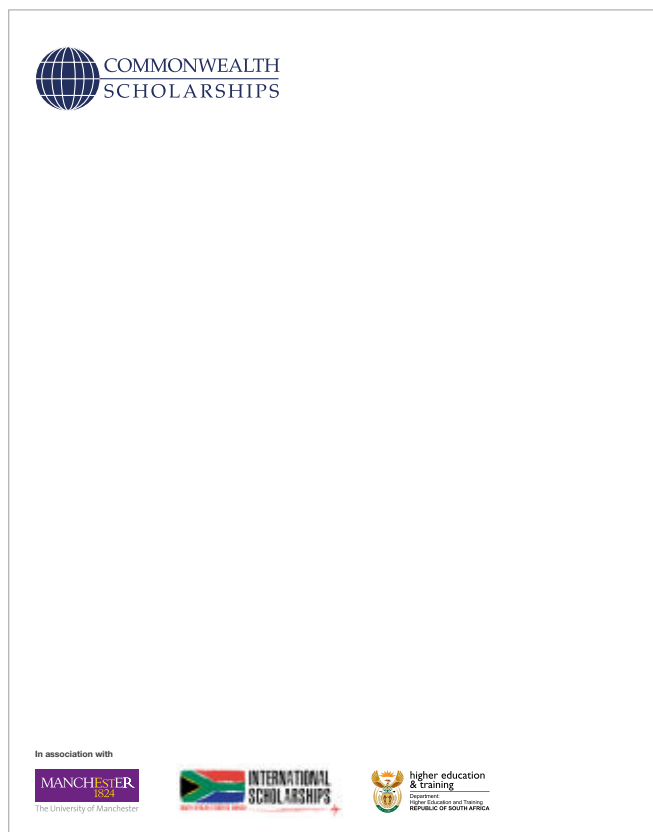
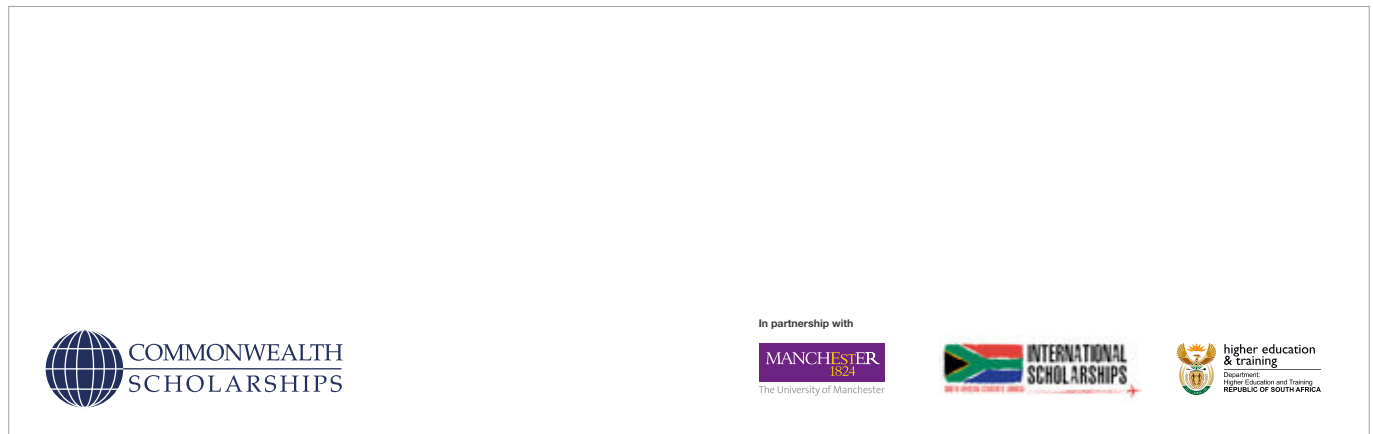
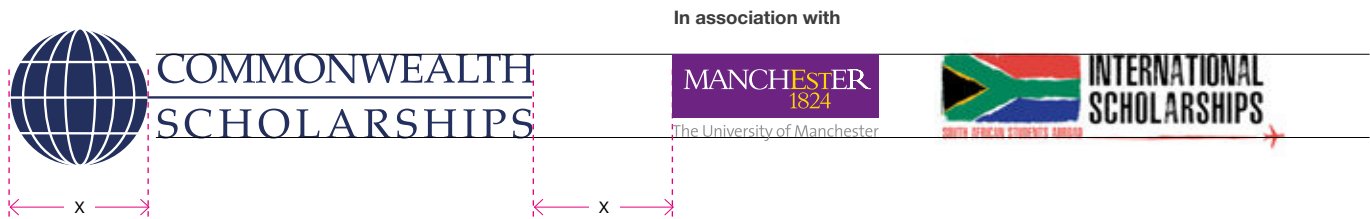


Where space is limited, a minimum exclusion area should be applied. This should be the width of the globe as illustrated above.



The partner logo should be placed bottom right on documents. The CSC logo should be placed in one of the other three areas depending on the design, as illustrated above.

Multiple partner logos



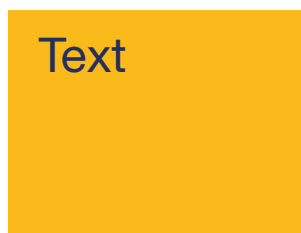
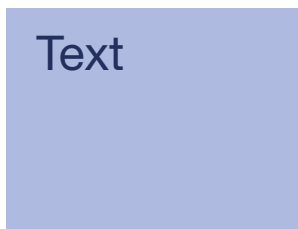
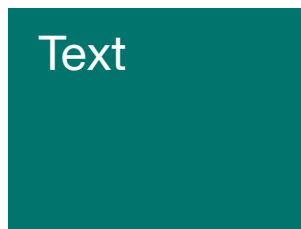
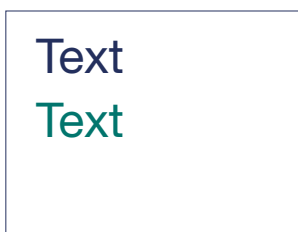
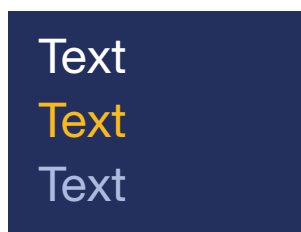
Minimum exclusion areas still apply.

Accessibility

Printed and online materials should meet accessibility guidelines. This means that text should be a minimum of 12pt in print. Avoid italics, underlining, condensed fonts, simulated handwriting, unusual shaped letters, and decorative typefaces. To maximise legibility text should not be distorted. Minimal kerning is acceptable.

Use of colours also needs to be considered. Check that any colours used in print meet WCAG standards - AA minimum. The higher the contrast between the two colours, the more likely it will pass for accessibility.

Any PDFs that are to be uploaded to the website must meet the requirements of Adobe's accessibility checker and should also be created as a tagged PDF. All images are required to have alt text set.



The above are examples of use of colour that passes the AA standard for accessibility. This is based on the text being a minimum of 12pt.



An accessibility check can be performed in Acrobat and any issues will be flagged in the left hand dialogue panel.

Any queries are to be addressed to the CSC Comms Team at engage@cscuk.org.uk